

APPLICATION OF DIGITAL MARKETING IN BAMBOO CRAFTS BUSINESS IN JEMBER DISTRICT (CASE STUDY ON KUB ANDRIKA JAYA AND KUB IDA JAYA)

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Abstract. The application of digital marketing to the craftsmen of bamboo businesses in Jember Regency is carried out to advance the bamboo handicraft business so that its products can be recognized by various people in all places. KUB Andrika Jaya and Ida Jaya are bamboo craftsmen who have long started their businesses in Jember Regency since 20 years ago. The application of digital marketing uses website facilities provided by WordPress. The application of digital marketing begins with making e-mail on Gmail for each business actor and then proceed with creating a website on WordPress. Website created on WordPress is a website that is free so that businesses are not burdened by annual fees that must be paid. This website will provide information about the business description, products sold, and how to order in full. Provision of such information is expected to provide information that can make customers / prospective customers aware of the existing bamboo craft business.

1. INTRODUCTION

The internet is a very useful thing nowadays. This is because at this time the internet can connect various things anytime, anywhere, and anyone. Thus, the internet can facilitate various human activities. BOC Indonesia noted that internet users in Indonesia in 2019 reached 150 million people or around 56% of Indonesia's population of 268.2 million. Thus, the Indonesian people have felt the benefits of the internet in various activities carried out.

The number of internet users included in the large category will ultimately have an impact on existing business fields. Businesses ranging from small to large in the end also use the internet as a means of selling and promoting products to consumers. This condition eventually led to the phenomenon of digital marketing in the business world in Indonesia. Digital marketing is the creation, communication, and delivery of values to consumers and other parties by using digital technology facilities [1]. Digital marketing that is currently developing is to utilize the internet using social media, websites, and others.

Indonesia is a country that has a large number of digital marketing users. Warta Ekonomi explained that in the last 4 years e-commerce in Indonesia had increased by up to 500% and the digital economy in Indonesia was worth up to 391 trillion Rupiah, making Indonesia the first ranked country

in Southeast Asia in digital economic transactions. Based on these facts show that the use of the internet in the business world is an important thing to increase the amount of business revenue.

Based on the explanation in the previous paragraph the article finally decided to implement digital marketing in the bamboo craftsman business in Jember Regency, East Java Province. KUB Andrika Jaya and KUB Ida Jaya are SMEs engaged in producing bamboo handicrafts in Antirogo Village - Summersari District - Jember, which started their business since 1999. Based on this situation, it is proper if KUB Andrika Jaya and KUB Ida Jaya apply digital marketing so that the business they run becomes faster in experiencing development.

2. THEORITICAL REVIEW

This article will discuss the application of digital marketing to KUB Andrika Jaya and Ida Jaya. This article is based on several conceptual explanations and some relevant articles. The basic concepts used in this article are the internet of things and digital marketing as well as the results of several other related articles. The following is a more complete explanation of the concepts and results of previous studies used in this article.

2.1. *Internet of Thing (IoT)*

The concept of the Internet of Things emerged from members of the Radio Frequency Identification Development (RFID) community in 1999. The IoT concept has now become an interesting and relevant topic in most aspects due to the emergence of growth from smartphone devices, cloud computing, and others. Internet of Things (IoT) is a new revolution of the internet that can make objects recognize themselves, gain intelligence, and provide information about objects [2]. Thus, the Internet of Things (IoT) can make a person and other things connected anytime, anywhere, and with anything/anyone.

Internet of things (IoT) is generally defined as a network of physical objects [3]. The internet today is not only a computer network but has also expanded to include a network of devices of various types and sizes, vehicles, smartphones, household appliances, and others that are connected, connected, and share information. Internet of Things (IoT) has several basic characteristics, including the following [4]:

- a. **Interconnectivity.** IoT can connect various information and communication infrastructure globally
- b. **A service that links something.** IoT can provide services such as privacy protection, semantic consistency between physical and virtual matters using technology.
- c. **Heterogeneous.** IoT uses hardware platforms and networks that have different types and shapes.
- d. **Dynamic change.** IoT uses devices that often experience dynamic changes in the context of location, number, and speed
- e. **Extraordinary scale.** IoT can function when several devices are managed and connected.

2.2. *Digital Marketing*

The development of marketing aspects with the application of digital technology is done because the marketing aspect of a business is an important aspect to increase the amount of income. Marketing digitalization can be related to [5] marketing mix which consists of product, price, place, and promotion including development in terms of promotion. This is because digital marketing media can be used as a virtual promotion place that displays information about the advantages associated with the product and the price provided.

Digital marketing or digital marketing arises because of the technology that is currently growing. This digital marketing causes an increase and change in consumer preferences, brand promotion, consumer maintenance, and sales volume. Digital marketing is the creation, communication, and delivery of values to consumers and other parties by using digital technology

facilities[1]. Digital marketing that is currently developing is to utilize the internet using social media, websites, and others.

2.3. Related Article

The application of digital marketing in SMEs has been found in several article writing. The articles referred to in this paper are as follows [6],[7],[8].

Table 1. Related article

Name	Result
Magdalena & Ellyani (2017)	The results of this article are 1) there is an increased understanding of the importance of technology in business; 2) increased ability in managing internet technology; 3) an increase in market absorption; 4) Increased communication skills for partners in managing websites and Social Media Marketing, namely the ability of partners to communicate products and product brands so that they have a list of regular customers on websites that have the potential to make sustainable product purchases.
Purwana et al (2017)	The results of this article show that only a few MSMEs use social media acts as a promotional tool and do not separate accounts for business and personal.
Harto et al (2019)	The results of data processing by AHP showed that the factor with the greatest weight was information technology by 33.2%, and the alternative with the highest weight was the typical food business with 38.8%. With the results of the AHP analysis, the research continues with designing a web-based information system to encourage SMEs to run electronic sales transactions. Analysis and design of the system is done by the method of Object-Oriented Analysis and Design (OOAD) so that the system can be developed in stages

3. METHOD

The implementation of this activity will be carried out by involving several parties, namely KUB "ANDRIKA JAYA" and KUB "Ida Jaya" as SMEs who are willing to be invited to cooperate. The implementation of community service activities is carried out with several methods, namely lectures, field surveys, and making websites for MSMEs. A deeper explanation related to the systematic method of this service activity is as follows:

a. Lecture

The first method is the lecture method. This method is carried out to provide and foster motivation for partners to apply technology in conducting business governance related to finance and marketing.

b. Field Survey

The next method used is the field survey method. The survey was conducted by visiting directly the location where the partners do business. The aim is to further explore how the business processes of partners to be able to create programs that are by following the conditions of partners

c. Website Creation

The last method is making a website for KUB Andrika Jaya and KUB Ida Jaya. This website is made using regular wordpress.com. The aim is that KUB Andrika Jaya and KUB Ida Jaya have promotional media that can be done online.

4. RESULT

4.1. KUB Andrika Jaya and KUB Ida Jaya Profile

Andrika Jaya KUB UKM is a bamboo handicraft UKM which is technically professional and has run its business. This is reflected in the results of the implementation of technical work in the field with clear quality. Besides that, this UKM has experience in making various kinds of wooden handicraft business for more than 25 years. This UKM is in Antirogo Village, Summersari District, Jember Regency. KUB Andrika Jaya has 7 active members, led by Mr. Andri. KUB Andrika Jaya UKM has approximately 20 types of bamboo handicraft products that are sold with a heating and consignment system which covers several sales areas, namely local in Jember Regency, Regional in East Java Province and other provinces, and abroad. KUB Andrika Jaya every month can produce a turnover of about 2 to 10 million.

The second UKM is IUB Jaya KUB is a bamboo handicraft UKM which is technically professional and has run its business. This is reflected in the results of the implementation of technical work in the field with clear quality. Besides that, the UKM has experience in making various kinds of wooden handicraft business for more than 20 years. This UKM is in Antirogo Village, Summersari District, Jember Regency. KUB Andrika Jaya has 10 active members, led by Mr. Suroso. KUB Andrika Jaya UKM has approximately 10 types of bamboo handicraft products that are sold by direct, heating and consignment systems covering several sales areas, namely local in Jember Regency, Regional in East Java Province and other provinces, and abroad. KUB Andrika Jaya every month can produce a turnover of about 2 to 10 million



Figure 1. KUB Andrika Jaya and KUB Ida Jaya

4.2. KUB Andrika Jaya and KUB Ida Jaya Websites

The application of digital marketing to KUB Andrika Jaya and KUB Ida Jaya in this service activity begins with the creation of gmail email. The gmail account that has been created for KUB Andrika Jaya and KUB Ida Jaya is as follows.

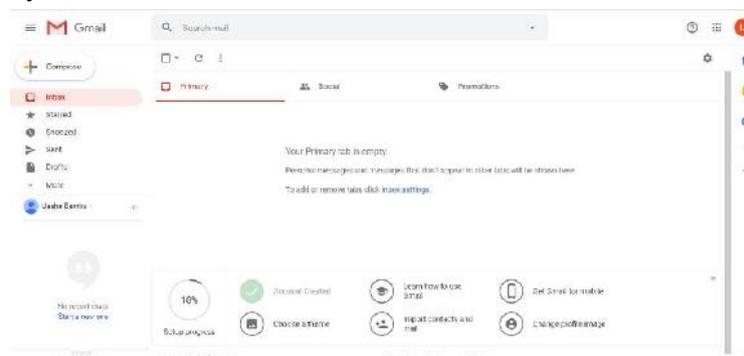


Figure 2. KUB Andrika Jaya and KUB Ida Jaya Gmail Account

The gmail account can later be used by KUB Andrika Jaya and KUB Ida Jaya for making digital marketing in several ways, such as websites, Instagram, or even Facebook. The next step after the gmail accounts of KUB Andrika Jaya and KUB Ida Jaya are completed is to start creating a website as a media product promotion. Figure 3 below shows the initial website display of KUB Andrika Jaya and KUB Ida Jaya.

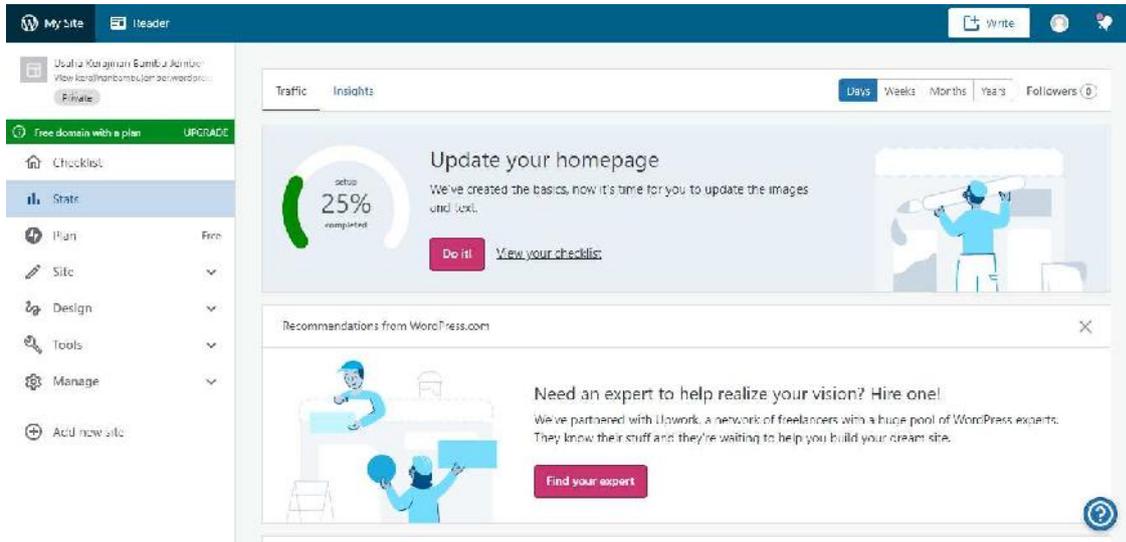


Figure 3. Website Setting of KUB Andrika Jaya and KUB Ida Jaya

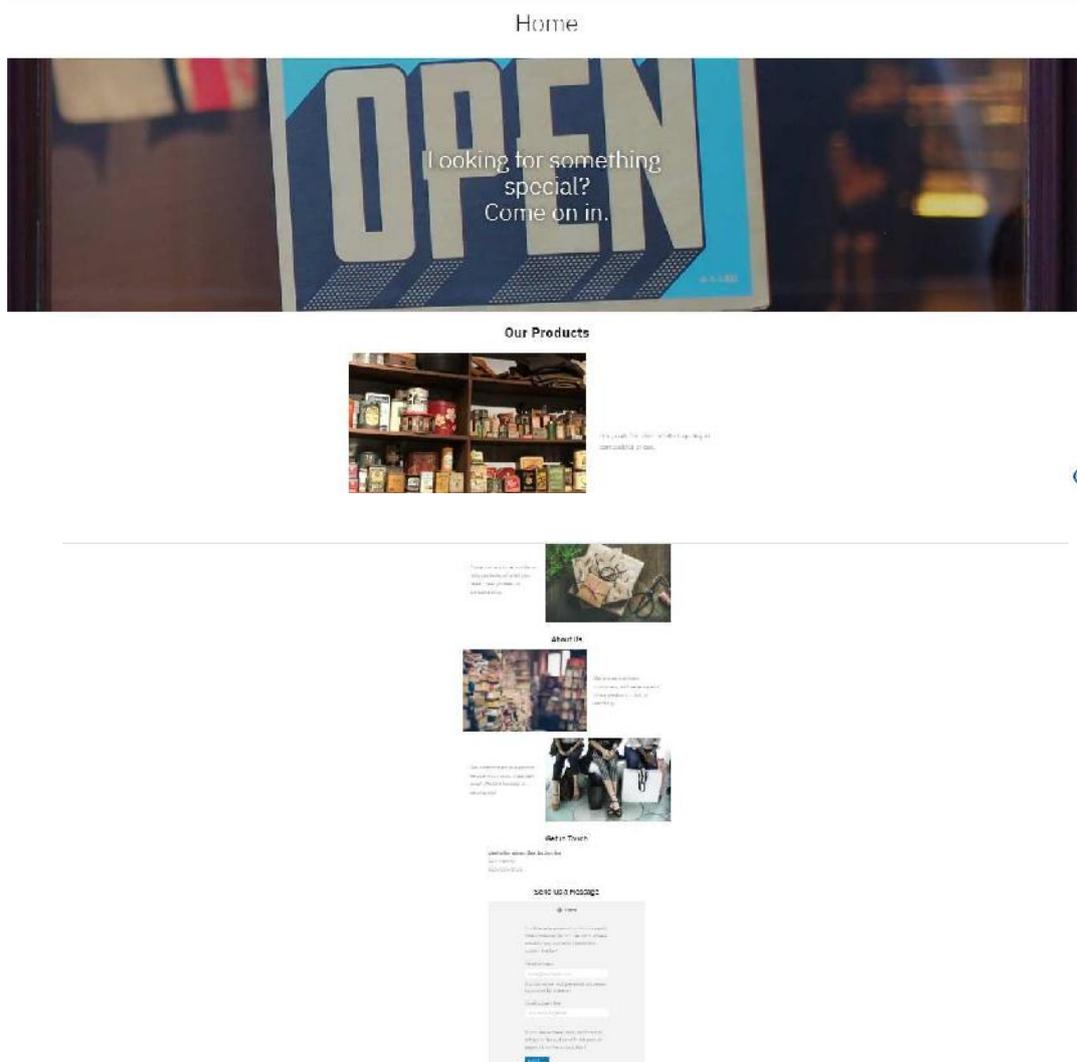


Figure 4. KUB Andrika Jaya dan KUB Ida Jaya Website

5. CONCLUSION

The results of the service activities that have been carried out show that the application of digital marketing for KUB Andrika Jaya and KUB Ida Jaya is an important matter. Digital marketing that has been successfully created through the website provided is expected to be well managed. The goal is that existing websites can provide maximum promotional media for KUB Andrika Jaya and KUB Ida Jaya. Thus, the existing bamboo handicraft business can grow even more than before.

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